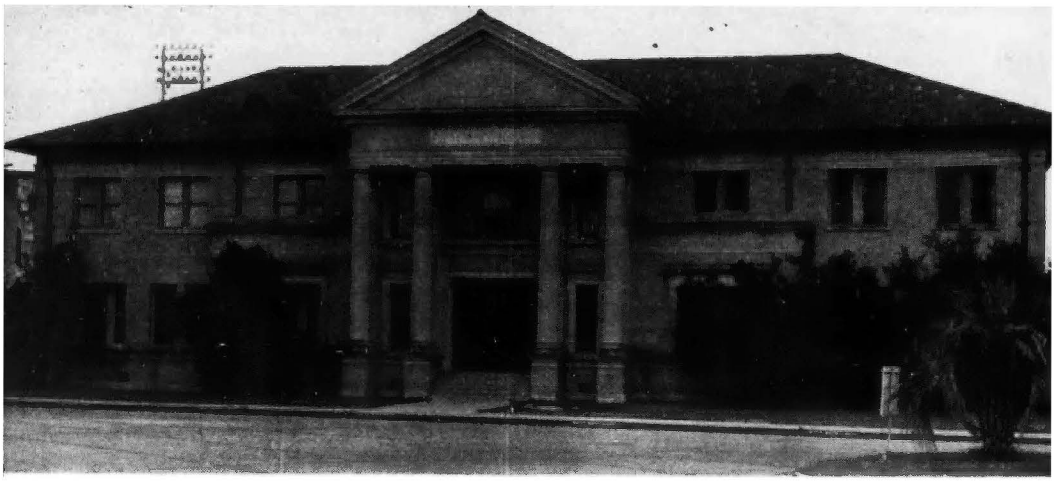

Louisiana State University Press, Publisher in the Deep South

LOUISIANA STATE UNIVERSITY PRESS, at Baton Rouge, was host to the recent meeting of the Association of American University Presses. The meetings were held at the St. Charles Hotel in New Orleans, and on the first morning the delegates were welcomed by Dean Charles Edward Smith of LSU. On Wednesday, after the meetings were concluded, many of the delegates and guests made a motor bus trip to Baton Rouge, where they were received at the home of Troy H. Middleton, president of LSU.

Although the Louisiana State University Press was not organized under a director until 1935, publishing at LSU was initiated in 1931 because of the interest and influence of Dr. Charles W. Pipkin, dean of the graduate school. For four years the imprint of the Press appeared mostly on series publications and journals, and editing was left largely to the authors themselves. In 1935 the university administration appointed as director, Marcus M. Wilkerson, a graduate of the University, a member of the faculty, where he had been professor of journalism since 1926, and author of one book published by the Press, with another in process.

No office space was provided for the Press at first so Dr. Wilkerson attended to its affairs on his own time and in his own home. He frequently took manuscripts home and he and Mrs. Wilkerson read them, edited them and got them ready for publication. Gradually a staff was built up; first there was a part-time secretary, now there are eight people; and the Press editorial offices are now housed in Alumni Hall on the main LSU campus. Printing for the Press is arranged through contracts, but the designing, editing, production and promotion are done by the staff, which consists of Adolph O. Goldsmith, production and promotion manager; Mrs. Thomas M. Smylie, editor; Mrs. Lora Glass, accountant; Mrs. Edward E. Smith, advertising writer; Mrs. Theodore Hubert, secretary to the Press; Joan Doyle and Ernestine Cappel, editors.

During the time of Dr. Wilkerson's directorship, there were many changes in the political scene in the state and in the administration of the university. Under var-

ious state administrations political pressure was applied to many areas of academic life but the university press successfully resisted such pressures; not a single press title is the result of a political order.

One of the high points of the history of LSU was its association with the *Southern Review* of which Dr. Pipkin was editor; and Robert Penn Warren and Cleanth Brooks, managing editors, with Dr. Wilkerson advising on many technical points. The *Review* printed fiction, poetry, book reviews, and articles on politics, history, literary criticism, social problems; among the contributors were Donald Davidson, Ernest K. Lindley, Katherine Anne Porter, Crane Brinton, John Crowe Ransom, Allen Tate, John Peale Bishop, Mark Van Doren, Ford Madox Ford, and many others. Plans are now under way for LSU to publish a collection of short stories from the *Southern Review*. The editors of the book, which is scheduled for fall, are Cleanth Brooks and Robert Penn Warren.

On the way to the annual dinner of the Association of American University Presses, Adolph O. Goldsmith, acting head of the Louisiana State University Press, stopped on the stairs of the St. Charles Hotel in New Orleans with several of his staff members. They are (left to right), Mrs. Edward E. Smith, advertising writer; Mrs. Theodore Hubert, secretary to the Press; Ernestine Cappel and Joan Doyle, editors. (Photo by Bob Martel of New Orleans.) On the opposite page is the building which houses the Press on the Louisiana State University campus at Baton Rouge, which AAUP delegates and guests visited on April 15. Miss Cappel and Miss Doyle acted as sightseeing guides on the trip from New Orleans to Baton Rouge

The Press now publishes an average of 12 titles a year. Perhaps its major publication so far is the ten-volume "History of the South," published in co-operation with the Littlefield Fund for Southern History of the University of Texas. The editors of the series are Wendell Holmes Stephenson of Tulane and E. Merton Coulter of the University of Georgia. This history has been in preparation since 1936 when ten Southern scholars were selected to write the volumes. The first volume was published in the fall of 1947, actually Vol. 8 in the set, "The South During Reconstruction." Other volumes have come out at intervals. Volume 6 in the set (and the sixth volume to be published) is scheduled for publication this June. This is "The Growth of Southern Nationalism" by Avery O. Craven.

While Dr. Wilkerson was its director, the Press published the work of many well-known authors, including books by Hodding Carter, Robert M. Hutchins, Cleanth Brooks, Bell Wiley and Frank Luther Mott. Many LSU books have won awards for excellence of design or for literary or historical distinction. C. Vann Woodward's "Origins of the New South" won the Bancroft History Award in 1952; "The Development of Southern Sectionalism" by Charles S. Sydnor won the Mayflower Cup as an outstanding North Carolina writer in 1948; The Louisiana Library Association chose "Creole Folk Tales" by Hewitt L. Ballowe as an outstanding book in 1948; Caroline Durieux's "43 Lithographs and Drawings" was one of the Fifty Books in 1950.

Marcus Wilkerson died suddenly on March 14; no successor has been named. A warm tribute to Dr. Wilkerson, made at the AAUP meeting, appears on page 1835.

The University Presses Meet In New Orleans

CO-OPERATIVE promotion activities of the Association of American University Presses occupied the chief attention of the delegates to the Association's 1953 annual meeting, held April 12-15 at the St. Charles Hotel, New Orleans. Problems of university press operation were discussed, too, and new officers of the AAUP were elected. In the evenings and before the convention opened, the delegates and guests—about 120 people in all—found time for sightseeing and entertainment, visiting New Orleans gardens and the city's Vieux Carré. On Wednesday, April 15, a large number traveled by bus to Baton Rouge, following the River Road along the Mississippi River levee, to the campus of the host press, Louisiana State, where a reception was held at the home of LSU President Troy H. Middleton.

The convention had been arranged under the direction of Marcus M. Wilkerson, director of LSU Press, who died less than a month before the convention (*PW*, March 21). His staff, under the direction of Adolph Goldsmith, carried on with the plans he had made. A moving tribute to Mr. Wilkerson's memory, written by Savoie Lottinville, was adopted at the AAUP business meeting, April 14. (See page 1835.) The

Practical problems affecting both the Association of American University Presses as an organization and the individual presses which make up its membership were taken up at round-table sessions which were part of the AAUP's annual meeting held at the St. Charles Hotel, New Orleans, April 12-15. One of these problems was that of expanding, with adequate exhibition equipment, the program supervised by the AAUP's Committee on Co-operative Exhibits and Co-operative Advertising, and operated by the Exhibits Manager of the Association, Nancy Evans, with headquarters at the Columbia University Press. (Above), members of the panel for the discussion of the Exhibits Program, April 13, sit down for a chat with one of the other delegates, James McClure of Stanford (center, in light suit). The panel members are (left to right): Mrs. Evans; Frank Wardlaw of Texas; Dana Pratt of Illinois; Helen MacDonald of Minnesota, chairman of the committee; and Harriet Anderson of Princeton. The Association voted for funds to improve the exhibits (These pictures by Bob Martel, New Orleans)

(Picture at top), the members of the new executive committee which was elected at the AAUP's annual business meeting, April 14. Assembled just before the annual dinner, that evening, they are: August Frugé, manager of the University of California Press, new vice-president of the Association; Thomas J. Wilson, director of the Harvard University Press, retiring from the presidency of the AAUP, now a member-at-large of the executive committee; Victor Reynolds, director of the Cornell University Press, the new president of the Association; Harold E. Ingle, director of the Johns Hopkins Press, new secretary-treasurer of the AAUP; and Mary E. Stith, associate editor of the University of Oklahoma Press, new member-at-large of the executive committee. (Picture below), panel leaders at another round-table discussion, April 13, on accounting procedures. (Left to right), Jack Schulman of Cambridge; Lora Glass of Louisiana State; Kenneth F. Cook of Princeton, panel chairman; Morris Goldman of J. K. Lasser & Co., moderator of the discussion; Evan Harris of California

recent books of the member presses displayed at the meeting, will be given to the Hill Memorial Library of LSU in Mr. Wilkerson's memory. Upon their formal acceptance, the incoming AAUP president will appoint a university press designer to design an appropriate bookplate for them.

Among the main activities and decisions at the convention were these:

1. A new executive committee was elected, consisting of Victor Reynolds (Cornell), president, succeeding Thomas J. Wilson (Harvard); August Frugé (California), vice-president, succeeding William M. Read (Washington); Harold E. Ingle (Johns Hopkins), secretary-treasurer, succeeding Mr. Reynolds; Mary E. Stith (Oklahoma), and Mr. Wilson, members-at-large of the executive committee, succeeding Helen Clapesattle (Minnesota), and Miodrag Muntyan (Illinois). Mr. Reynolds had been president-elect of the AAUP for the past year. Mr. Wilson moves into the past president's prescribed place on the executive committee.

2. At the business meeting, Tuesday, April 14, it was decided to appoint a special committee on questions of freedom to publish.

3. Foreign sales of AAUP members were reported to have hit an all-time high in 1952. A how-to booklet on the conduct of foreign trade is being prepared.

4. It was decided to continue the monthly bibliography of current books of AAUP members, and to revise in some degree the procedure for issuing semi-annual lists of members' books in several broad categories. These specialized lists, begun last year and called *The Scholar's Book List*, will now appear under the heading *University Press Books*. Both the monthly and specialized lists have been prepared at Cornell since their inception. They will be prepared at the University of Illinois beginning July 1.

5. Methods of financing new display equipment for the AAUP Exhibits Program were adopted.

6. Round-table discussions of the exhibits program and of accounting procedures were held, and there was an informal discussion of design and production problems, a possible forerunner to future sessions on production techniques.

7. Textual revisions in the rules for admissions and standards were adopted; the University of Kansas Press, at one time relatively inactive, was re-admitted to membership; and a membership application from Notre Dame University Press was deferred pending completion of certain formalities.

8. Immediately following the AAUP business meeting, a meeting was held of a new corporation, University Press Services, Inc., to which ownership of the Educational Directory will be transferred from the University of Chicago, whose Press has maintained this mailing-list service for the AAUP for many years.

9. At the AAUP's annual dinner President Thomas J. Wilson paid honor to the university press directors who are retiring this year from their posts at several universities (page 1820). The dinner speaker was Hodding Carter, author and editor, who made a fervent appeal for "the protection of academic rights and the rights of Americans to the free examination of ideas."

Before the regular sessions began, an informal meeting was held Sunday evening, April 12, for a tentative discussion of "the feasibility and prospects" for a co-operative trade sales organization for university presses. Morton Grodzins of Chicago led this discussion, which was merely exploratory and was not brought up at the later business meeting.

The AAUP's annual meeting opened formally on Monday morning, April 13. The delegates were welcomed by Dean Charles Edward Smith of the LSU graduate school and by David McGuire, director of public relations of the City of New Orleans, who spoke in the absence of Mayor de Lesseps S. Morrison, who had intended to be present. Dean Smith described the AAUP meeting as a tribute to the late Marcus M. Wilkerson, whose death represented "a grievous and irreparable loss to the university and to scholarship everywhere." Mr.

McGuire said of the presses that "you fulfill a function of the universities in presenting ideas to an ever greater number of people." He presented to AAUP President T. J. Wilson a gold key to the City of New Orleans.

Preliminary discussions were then held about the new corporation to take over the Educational Directory; and of the monthly and semi-annual booklists issued by the Association. Decisions on these matters were made formally on the following day. During the discussion of the new corporation, Frank Wardlaw of Texas suggested that, as AAUP co-operative efforts increase, long-range planning and co-ordination of the services should be kept in mind. Mr. Wilson explained that the flexibility which the presses may need for future activities is provided by calling the new corporation "University Press Services" and defining its functions broadly.

ROUND-TABLE MEETINGS ON THREE TOPICS

The Monday afternoon session was devoted to simultaneous round-table discussions of the AAUP Exhibits Program and of accounting procedures and practices. These were followed by an informal meeting on book production and design.

Frank Wardlaw of Texas opened the discussion of exhibits with a talk on their value for new presses. The exhibits, he said, cannot be evaluated merely in terms of immediate sales. They are vital to a press, he said, both as a means of maintaining the prestige of the press on its own campus, and as a means of maintaining good relations with authors. Mr. Wardlaw urged that small presses, like the large ones, take part in the Exhibits Program to the fullest possible extent.

Harriet Anderson of Princeton, who spoke on the possibility of the AAUP going into an increased number of exhibits, also emphasized the need for the greatest possible participation by AAUP members.

Dana Pratt of Illinois, in the absence of Mark Carroll of Yale, spoke on proposed new exhibition equipment, which has been planned under Mr. Carroll's direction. The proposed new equipment, said Mr. Pratt, would include two units, 6 feet high and a little under 4 feet wide, made up of 4 shelves receding upward on a tubular aluminum frame; this could be easily dismantled and shipped flat. In the usual 8x10-foot exhibit space, these two units could be set side by side, and across the back corners of the booth two slanting peg-board units could be set up on display tables. Books, posters or display lettering, varied according to the specific exhibit, could be mounted on the peg boards. In addition a small folding desk and gooseneck lamps could be provided.

EXHIBITS COMMITTEE PLANS WIDER EFFORTS

In a summary of the exhibits meeting, prepared for report at the business meeting the next day, Helen L. MacDonald of Minnesota, exhibits committee chairman, said:

"We are agreed that one of the prime obligations of university presses is to get more of our specialized books before more audiences of specialists. Harriet Anderson in her excellent report made the point very clear that we are not now adequately fulfilling this particular function. Of the meetings held last year at which the AAUP had exhibits, 9 exhibits were in the medical sciences, 4 in physical sciences, 7 in social studies, but just one in the humanities. At the specialized meetings held last year far too many AAUP books were exhibited through exhibit services [other than the AAUP] because the costs of an AAUP exhibit would have been too high. We feel strongly that exhibiting under AAUP auspices holds an enormous amount of prestige for all presses. To make possible this type of marginal exhibit we now call on the presses to explore their own localities, to dig up new exhibit possibilities, and then report them to the exhibits manager, who in turn will alert all presses. Expenses for this type of exhibit will be nominal because

On April 15 the AAUP's delegates and guests took a bus trip to Baton Rouge, home of the host Press, Louisiana State University, where President Troy H. Middleton and Mrs. Middleton held a tea for them. (Above) shown at the reception are Mrs. Ralph Stevens and Ralph Stevens of the University of Georgia Press, Elizabeth Stover of Southern Methodist and Dr. Charles Edward Smith, dean of Louisiana State University

At the reception at LSU, Mrs. Troy Middleton greets Mrs. Thomas J. Wilson and General Troy Middleton, president of the University, greets Thomas J. Wilson of Harvard and Agnes L. Starrett of Pittsburgh. (Right), between business sessions on April 13, the retiring chairman of the Foreign Trade Committee of the AAUP, Norvell B. Samuels of Princeton (left), talks things over with a member of that committee, Chester Kerr of Yale (Photo of Mr. Kerr and Mr. Samuels by Bob Martel)

usually there is no charge for space or equipment at such meetings. Miss Anderson reported that 13 presses had 21 titles in the past year suitable for the College Art Association meeting; 13 presses had 47 titles suitable for the joint annual meeting of the American Philological Association and the Archaeological Association of America; 8 presses had 42 books suitable for the Music Teachers National Association; 11 presses had 18 titles suitable for the Medieval Academy. We cannot dispute the fact that each of these meetings would have shown a deficit had we exhibited, yet we ask what markets are we trying to reach . . . ?" The need for sending exhibits to small regional meetings and historical associations was also emphasized during the discussion.

To finance a larger number of exhibits and new exhibition equipment, the Exhibits Committee, under Miss MacDonald, recommended the following program, which was adopted by the AAUP at the business meeting: increase in the per-title fee for exhibits to $4 from the $3.75 fee set in 1948, since the per-title cost of exhibits had already reached $3.68; waiving for a year the *per diem* payment to presses that contribute a staff member's time to man more than one exhibit a year; and a loan by the AAUP of $750 to the Exhibits Program to pay for new equipment, to be repaid in three years.

Prior to the convention Miss MacDonald had made a report to the AAUP, for her committee, which included Shirley Freshman of Harvard, Harold Laskey of Columbia and Mr. Pratt.

The exhibits manager, Nancy Evans, with headquarters at Columbia, had reported before the convention that 23 exhibits had

(Left), at the first formal session of the AAUP meeting, Monday morning, April 14, David McGuire, representing Mayor de Lesseps S. Morrison of New Orleans, presented a gold key to the city to AAUP President Thomas J. Wilson (left) (Photo by Bob Martel)

The bus trip to Baton Rouge on April 15 was a leisurely one, starting in the morning and following the winding River Road along the Mississippi Levee. Nobody could see the river, but on the other side there were many points of interest. The group stopped at one point to tour the Godschaux sugar refinery and to have box lunches at the Godschaux staff club. At another point the group stopped to tour a plantation built in 1855 by Benjamin Trudeau, called Tezcuco, now the home of Dr. and Mrs. R. H. Potts, who were gracious hosts. (At right) getting a good look at this plantation home are W. Warren Smith, Jr., of Harvard (left) and Marshall B. Davidson of the Metropolitan Museum of Art

been handled under the program in 1952; 3825 books were displayed at a cost of $9,250.10. This compared with 4123 books displayed at 31 exhibits in 1951 at a cost of $10,729.15. The program earned a surplus of about $1300 in 1952.

Mrs. Evans also reported on the AAUP co-operative advertising program, which she manages under the direction of the Committee on Exhibits. In 1952, ads had been placed co-operatively in connection with meetings of four professional associations and in one scholarly journal, 25 presses in all taking part.

ACCOUNTING AND THE NEED FOR PROMPT FACTUAL DATA

The Monday afternoon round-table on accounting was opened by Kenneth F. Cook of Princeton, chairman of the panel, who introduced the rest of the panel, Jack Schulman of Cambridge, Evan Harris of California and Lora Glass of Louisiana State. Morris Goldman of J. K. Lasser & Company was moderator for the discussion.

Mr. Goldman said by way of introduction that there is a strong need for factual information and for its use. One of the principal tasks in any function of a business is administration, he said. The difference in the degree of accomplishment depends upon individual effort. Success can be assured only for those who act with a full knowledge of the essential information. Knowledge of the elements of cost under varying circumstances makes quick and accurate decisions possible. Too often, Mr. Goldman said, executives lack the data that might guide them, point up possibilities for improvement and evaluate performance; without adequate facts they may incur higher costs and make lower profits than necessary.

Periodic reviews, Mr. Goldman said, don't usually produce the desired results. Improvement programs should be continuous, he emphasized, and should embrace all phases of operation. Cost control is being increasingly employed, he added, but there is clearly an opportunity for going much further in this direction. Industry averages provide good yardsticks for pointing up unfavorable conditions, but facts about one's own operations must be developed if industry averages are to be usefully applied. These facts should be prepared regularly; figures three to six months old, Mr. Goldman warned the round-table group, are not worth much—they are cold by that time.

On at least a monthly basis, Mr. Goldman said, a Press should prepare: (1) a detailed operating statement, (2) statistics that will demonstrate cost elements, and (3) a balance sheet. There should also be a good system of inventory control and a strong concern with the preparation and use of budgets and of plans for pricing.

The panel then discussed a series of related topics: (1) accounting records, including how to put records together, kinds of records and use of forms, mechanics of record-keeping, organizing a department, and work flow, processing orders and recording the data, and pricing; (2) factual data, including the assembly of plant and manufacturing costs and computation of unit costs, method of charging off plant costs, sales analysis, royalty costs and controls, inventory write-off and inventory controls; (3) overall subsidies for operations; (4) machine accounting, its advantages and disadvantages.

Mr. Goldman then reported the results of the questionnaire on 1952 university press statistics. The questionnaire had been answered by 75 per cent of the AAUP members, and sales, overall, remained about even with 1951. There was, however, a decline in copy sales, but an increase in the average price per copy. The gross profit margins showed some improvement over 1951. Mr. Goldman predicted that costs will continue to rise in 1953, especially in book manufacture, and that the need for merchandising and better control of costs is all the more vital.

The informal discussion of problems in book design and production, held Monday afternoon, had not been on the program, but interest in production matters was so great that about 30 delegates talked over a number of questions and agreed that a full-dress production round-table should be held

at future conventions. It was pointed out, for example, that while the presses situated in major cities can take part in local clinics and production meetings, most presses have no such opportunity for exchange of information, comparing of notes and keeping abreast of useful facts.

Topics discussed included the extent to which presses are responsible not only for book publishing but for miscellaneous university printing; design and production services provided by the presses; the selection of paper stock and printing processes for book jackets; making the adjustments between quality and cost in using paper substitutes for binding cloth; the production of textbooks in paper covers.

PRESIDENT'S REPORT: PROMOTION, PRODUCTION, POLITICS

The AAUP's annual business meeting, Tuesday, April 14, started off in the morning with Victor Reynolds' report as secretary-treasurer, and Thomas J. Wilson's report as president. The two most important developments in the AAUP since the 1952 annual meeting, Mr. Wilson said, were the launching of the specialized descriptive lists of university press books, and the establishment of University Press Services, Inc. Mr. Wilson thanked the committee members which had worked tirelessly on both of these projects with the executive committee. Other important developments, he added, were the new plans for the Exhibits Program and the increase in university press membership in the American Book Publishers Council. He mentioned, too, the AAUP's part in sponsoring with the Council, the AIA, ABA, and others, "The Wonderful World of Books" edited by Alfred Stefferud (*Houghton Mifflin, NAL*). He urged university presses to send copies of *all* books to the *United States Quarterly Book Review*, whether the books are eligible for review or not, "in order to extend prepublication issuance of Library of Congress card numbers and thus to expedite the early purchase and cataloging of all books by libraries throughout the country, at some saving to them." Details of the card-number plan, he added, are available from the USQBR or from Alan Heyneman, New York representative of the Library of Congress.

Mr. Wilson also thanked various press officials who have served on industry committees, Victor Reynolds, Charles Proffitt of Columbia, Harold Ingle of Johns Hopkins, Lambert Davis of North Carolina and others.

After mentioning the large number of university press books that had been selected for the current Fifty Books exhibit of the American Institute of Graphic Arts (*PW*, April 4), Mr. Wilson said:

"I believe this Association needs more knowledge and expert advice about technical advances in book production, specifically typesetting and printing. We've heard a lot about this through the joint program of the AAUP and the American Council of Learned Societies, etc., and many of us have benefited by the resultant indoctrination of our university communities. I'm not sure that's enough. Many of us who were most active were, in fact, amateurs in terms of bookmaking. I think we need an *ad hoc* committee composed of the best manufacturing (not designing) brains among us to tell us at the meeting next year, and perhaps at intervals meanwhile, the true aims, values and accomplishments of the devices developed or being developed in the field of book production."

In connection with the State Department's letter to publishers, received by many publishers on February 26, warning against the shipment of allegedly pro-Communist and "controversial" books under the Informational Media Guaranty Program, Mr. Wilson said that he had immediately written to the Secretary of State in protest on the AAUP's behalf. About 75 publishers, he said, had promptly protested, and the order was withdrawn (*PW*, February 28, March 7). A parallel question and one that Mr. Wilson said was perhaps even more important was that of the present Congressional inquiries into the program and procedures of the U. S. information libraries

(Below), two visitors from England attended the AAUP meeting, J. G. Dreyfus of the Cambridge University Press, and Mrs. Dreyfus, who were present with the representatives of the American office of the Press (All photos on these two pages by Bob Martel)

(Above), the Canadian delegation at the AAUP meeting, shown just before the annual dinner on April 14. (Left to right), Mrs. Marsh Jeanneret and Mr. Jeanneret, new director of the University of Toronto Press (the Jeannerets pronounce their name the French way); Eleanor Harman and Anne Hill, also of the University of Toronto Press

(Below), chatting before the dinner begins are Helen Clapesattle, soon to be the new director of the University of Minnesota Press; Alan E. James of Rutgers, who travels for several presses; and Jack Schulman of Cambridge's American office

(Above, left to right), Leon Seltzer of Columbia, William M. Read of University of Washington and Henry H. Wiggins of Columbia. Dr. Read and Mr. Wiggins invited the AAUP to their campuses for forthcoming annual meetings, as did T. J. Wilson of Harvard

The Texas delegations to the AAUP turned out in force at the AAUP convention. (Above), from the University of Texas Press were (left to right) Alice A. Calkins, Frank A. Wardlaw, Mrs. Lelon Winsborough, Kathleen Mahaffy, Mrs. Richard Underwood and Richard Underwood. (Below), from Southern Methodist University Press were Margaret L. Hartley (left), Allen Maxwell and Mrs. Elizabeth M. Stover

When Hodding Carter, author, editor, finished his dinner address, Anne Smith of LSU placed around his neck a lei from the University of Hawaii Press. T. J. Wilson (right) seems to have liked the idea

abroad. Just how dangerous this development may be remains to be seen, but, said Mr. Wilson, it could become "extraordinarily dangerous to our libraries abroad, to libraries here, to publishing and to the freedom of all to write and publish," if a blacklist of books not to be accepted by the informational libraries, or to be removed from them, should be issued, a list concocted along some of the present lines of thinking in Washington. He warned against hasty reaction to these developments, however, and suggested the appointment of a special AAUP standby committee to keep watch on this problem and recommend action if necessary.

Accordingly the AAUP adopted unanimously a resolution proposed by Chester Kerr of Yale: "Resolved: That the new executive committee be instructed to appoint a special committee on the question of our freedom to publish, to serve until the next annual meeting of the Association; That it will be the function of this committee to concern itself with any developments affecting the right to publish of any member of the Association, and to recommend a course of action in such matters to the executive committee."

The report of the Exhibits Committee, described above, was then heard and the committee's recommendations adopted.

MEMBERS' FOREIGN TRADE AT ALL-TIME HIGH

Norvell B. Samuels of Princeton then presented the report of the Foreign Trade Committee. "Foreign sales in 1952," said Mr. Samuels, "set an all-time high of over $515,000, an increase of 25.3 per cent over the previous high of 1951. The total increase during the past two years has been 43.4 per cent. Fourteen of the 17 presses which reported figures for 1952 and 1951 showed substantial increases, while 3 presses showed slight decreases. We break down our foreign sales into five categories—British, Western Europe, Snyder, Canada and "Other Sales." For the first time since the Foreign Trade Committee has been compiling statistics [i.e., since the end of the war], we have shown substantial increases in all five categories. The Snyder territory showed the largest increases; sales were up from $107,000 to $155,000 or 43 per cent. A large part of the increase came from Israel, where the sales have been fantastic."

Mr. Samuels' statistical report, distributed to members before the meeting, showed also that 18 presses' sales for 1952 were, to the British territory, $147,966; to Western Europe, $114,001; to Canada, $48,069; to other territories, $49,277.

"While two-thirds of our total volume of foreign business is done by four presses," Mr. Samuels continued, "foreign sales are nevertheless important to all the presses because they represent plus business. However, foreign sales are expensive to handle, and now that they are reflecting a substantial part of our total volume (22 per cent in the case of one press), these costs must be taken into consideration when list prices are set. This may sound contradictory, as I have said that foreign sales were plus business. My point is this: if you figure your domestic sales and set your print order and list price on this basis, and then have an increase for the foreign markets, you should show a nice profit on these plus sales. However, I am afraid that most presses do not work on this basis, but rather estimate both domestic and foreign sales and set their print orders and list prices on a total of the two markets. On such a basis foreign sales are not very profitable."

Mr. Samuels added that Chester Kerr is now drawing up for AAUP members "a pamphlet which will set forth the methods of conducting foreign trade."

Mr. Samuels spoke of the continuing dollar shortage in Argentina, the probable improvement in Brazil, the important sales to the Netherlands, Western Germany and Japan. Many university press books that carry short discounts are in demand abroad, he said, but the discounts sometimes make it difficult for the foreign dealer to stock the books, since he has to raise the list prices himself in order to make a profit. He observed that some presses don't have

foreign representation, and that the Foreign Trade Committee would be glad to have the names of any presses which were interested and would be glad to make every effort to get foreign representation for them.

Members of the Foreign Trade Committee, with Mr. Samuels and Mr. Kerr, were William Warren Smith of Harvard and Donald M. Stewart of Stanford.

Recommendations made by the Committee on Admission and Maintenance of Standards were adopted. These included textual changes in the membership requirements to clarify the status of Canadian institutions; other changes for the purpose of clarifying the regulations; and a regulation permitting the Committee to "recommend to the Association that a member press be declared ineligible for retention of membership if it fails to participate actively in the affairs and responsibilities of the Association, as might be evidenced by its failure to attend the annual meeting at least once in every two-year period." William M. Read of the University of Washington Press headed this committee during the past year, with August Frugé of California as vice-chairman and Lambert Davis of North Carolina, Harold Ingle of Johns Hopkins and the late Marcus Wilkerson of LSU as members.

Reports were also made by Kenneth Cook of Princeton for the round-table on accounting procedures and business practices and by Richard Underwood of Texas for the special round-table on production.

Decisions were then reached as to the procedure for handling the AAUP booklists, following the general discussion which had been held the previous day. A special committee to make recommendations had been appointed at the close of that discussion, consisting of Porter Cowles of North Carolina, Miodrag Muntyan of Illinois, Glenn Bradley of Oklahoma, Marshall Townsend of Iowa State College, Leon Seltzer of Columbia and Victor Reynolds of Cornell, who had dealt with the problem since last year, when the original plan for specialized booklists had been presented by George Amsbary, then of Illinois (*PW*, June 28, 1952). It was agreed by vote that (1) total costs of the various AAUP booklists should be "considered realistically," in the light of the potential income to be derived from them; (2) that the monthly checklist of current books of AAUP members—lists much in demand among librarians everywhere and prospective purchasers abroad—be continued for at least a year; (3) that the name of the series of specialized lists, at first known as the *Scholar's Book List,* should be *University Press Books;* (4) that the *University Press Books* lists should cover three broad categories of AAUP members' books—Social Studies, the Combined Sciences (including Medicine and Mathematics), and Humanities; (5) that these be mailed to scholars, libraries and others in each of these fields, each list to appear twice a year—in September, October and November, respectively, and in February, March and April, respectively; (6) that in order to avoid complicating the task of the University of Illinois Press, which will handle both the monthly and specialized lists beginning this summer, Library of Congress card numbers will not be included in the lists for the first year. Victor Reynolds called for increased participation in the specialized lists by member presses.

A TRIBUTE IN MEMORY OF MARCUS WILKERSON

At this session the Association paid tribute to the memory of the late Marcus Wilkerson, director of Louisiana State University Press, by adopting this statement, written by Savoie Lottinville of Oklahoma.

"There are times when one could wish for the infinite continuance of life, and this, I suspect, is such a time. For all our deepest wishes are for those who, by the rich human qualities they possess, endear themselves to us. Such a man was Marcus M. Wilkerson, whose gentle, kindly, tolerant understanding of the people whom he met made him an unforgettable personality in all the places that he went and pursued his professional career. Back of these attributes was an even greater virtue—an absolute

fidelity to truth: the kind of honesty that breeds good manners and a fondness for one's fellow man, along with a ready willingness to defend the weak and stand on the side of right whenever either may be challenged.

"His goodness was of the completely disarming kind. There was nothing in him of the combative. His approach to affairs was of a different sort—entirely in keeping with a disposition which placed large value in human beings as such, and attached less than the commercial rate to mere things, which somehow had become the obsession of men everywhere during his lifetime.

"There is, as we all know, a very close connection between these qualities and that large accomplishment which his life represented. Value is a difficult and elusive concept, and the judgment which hangs upon it is often not made firm in the course of an entire career. But from an undetached view of people, a high regard for their abilities and potentialities, Marcus knew value and he possessed the indispensable extension of it, judgment. In his eighteen years as director of Louisiana State University Press, he had been able, with the valued aid of his colleagues, to make that institution what it is today—one of the most important intellectual and cultural forces, not merely in the South and Southwest, but in the nation as a whole.

"In his day, Louisiana turned up facets of humane truth which none of the rest could easily have done. In all of us there was a silent rejoicing when Louisiana came up with a winner—a feeling that every solid effort at Baton Rouge had enriched us as it enriched American scholarship. Here was an experience in some ways unique, because it evoked the desire to cheer and no feeling of envy: this was, and is, the complementary character of American scholarly publishing. Once again, it was the consequence of a personality, not merely of an idea, and for that we shall always be grateful.

"Marcus Wilkerson possessed something else, and more completely than most people, even in a profession which conditions its practitioners to anonymity: he had in high degree the quality of unselfishness. And if we may think upon the immortality which most men seek, we can reassure ourselves with the knowledge he undoubtedly possessed: that those who work in realms of the intellect, like the teachers of Athens, may never find their way into history, but their influence upon men is like a silent tide, moving humanity gently upwards to its better spiritual realization, in truth the only force that is genuinely good.

"In our yet young association, he will be remembered because of these things, because of his service to us as an officer and friend, and because he was, as everyone who knew him will agree, a gentleman, a scholar, and the best of companions."

At the Tuesday afternoon session, the new officers were elected. Margaret S. Harding of Minnesota presented the report of the nominating committee, which had consisted of Donald P. Bean of Stanford, Rollin D. Hemens of Chicago, Charles G. Proffitt of Columbia and Savoie Lottinville of Oklahoma, chairman.

Henry H. Wiggins of Columbia repeated an invitation, issued at a previous annual meeting, for the AAUP to meet at Columbia next year, when the university will be celebrating its 200th anniversary; the invitation was accepted. Mr. Wilson then invited the Association to meet at Harvard in 1955, and William M. Read offered an invitation on behalf of the University of Washington Press for the meeting of 1956, 1957 or 1958. The meeting then adjourned.

UNIVERSITY PRESS SERVICES, NEW CORPORATION

Mr. Wilson immediately convened a meeting of University Press Services, Inc., the new service corporation formed under the Not-for-Profit Corporation Act of the State of Illinois, the certificate of incorporation having been filed in Illinois on April 2, 1953. The corporation's original secretary was Victor Reynolds of Cornell; the chairman of the initial executive committee,

Thomas J. Wilson of Harvard; the registered agent, Rollin Hemens of Chicago.

At the 1952 annual meeting of the AAUP it had been decided to establish a new ownership for the Educational Directory, the mailing service and address list of American scholars which had been established in 1931 with the aid of funds from the General Education Board, and which has been housed and directly supervised by the University of Chicago Press, owned by the University of Chicago controlled by the AAUP.

OWNERSHIP OF THE EDUCATIONAL DIRECTORY

The question of ownership was solved by setting up the new corporation, at the address of the University of Chicago Press, its members to be individual representatives of university presses serving at the pleasure of their presses. The potential scope of the corporation is broad, as was indicated in the articles of incorporation read by Mr. Reynolds. According to this document, the purposes of the corporation are: to act as agent for regular members of the AAUP; to maintain comprehensive lists of American and foreign scholars; to distribute lists of university press publications; to maintain an Educational Directory service; and to conduct such other activities as will serve the members in their educational, literary, scientific and trade association activities.

Thirty-seven representatives of as many presses were named as the members of the corporation. They then elected five directors to take the place of the initial board of directors. The new directors are: Victor Reynolds of Cornell, Marshall Townsend of Iowa State, Harold Ingle of Johns Hopkins, Rollin Hemens of Chicago and T. J. Wilson of Harvard. This board elected as officers: Mr. Reynolds, president; Mr. Townsend, vice-president; Mr. Ingle, secretary; Mr. Hemens, treasurer.

Mr. Hemens explained that the new corporation would operate the Directory on a cost reimbursement basis and make billings as in the past. Mr. Wilson pointed out that after the contract for the transfer of ownership was made, presses which, hitherto, as sponsors of the Educational Directory, made pledges to it, will be asked to make contracts to the same effect, with the same privileges and obligations, these to rest on the presses, as before, rather than on the individual members of the corporation. It was determined by vote to pay initial expenses out of the Educational Directory's surplus for the present fiscal year and to set aside a percentage of the net beginning June 30 for a new reserve fund.

Prior to the AAUP convention the Educational Directory Committee had issued a report, including several procedural recommendations and "a vote of appreciation to Mrs. Preston Vaught, manager of the Educational Directory, for her continued efficient and conscientious direction of operations." Presses sponsoring the directory now number 35. The Directory completed, during the period July, 1952, through February, 1953, 1,976,057 addressings on 549 jobs—an increase of 49,052 addressings and a decrease of 33 jobs. During the 1952-1953 period, 241 jobs were assigned by sponsors and 308 by other firms or institutions. The Directory now lists about 212,000 names. Mrs. Vaught told the meeting of University Press Services that she expected a $2000 surplus for the fiscal year ending June 30. The AAUP's Educational Directory Committee had consisted of Marshall Townsend of Iowa State, chairman; Mary Alice Boothroyd of Cornell, Mark Carroll of Yale, Frank Wardlaw of Texas, Thomas Webb, Jr., of Wisconsin.

At the Association's annual dinner, Tuesday evening, Mr. Wilson paid honor to four directors of university presses who will retire from active duty at the end of the present academic year—Margaret S. Harding, director of the University of Minnesota Press; Frank E. Robbins, director of the University of Michigan Press; Phelps Soule, director of the University of Pennsylvania Press; and Jean B. Barr, secretary of the management committee and editor of the New York University Press. Mr. Wilson expressed, for the AAUP, the hope that

these leaders in university publishing would join in future meetings of the Association despite their retirement. In addition, he expressed the Association's regret at the retirement of one of the younger men in the field, Harold N. Munger, Jr., of Rutgers University Press, who resigned from his press recently because of illness in his family (*PW*, April 11). Of the five mentioned by Mr. Wilson, two were present at the New Orleans meeting, Mrs. Harding and Mr. Robbins.

The speaker at the dinner, Hodding Carter, a Louisiana-born resident of Mississippi who was educated at Bowdoin College in Maine, is editor of the Greenville, Mississippi, *Democrat-Times*, founder of at least five newspapers including the editions of *Yank* and *Stars & Stripes* published in Egypt, and author of "Southern Legacy" (*LSU Press*), a novel, "The Wings of Fear" (*Popular Library reprint*), the forthcoming "Where Main Street Meets the River" (*Rinehart*), etc.

Speaking at first about Marcus Wilkerson, his friend for over 25 years, Mr. Carter said that when he turned in his book to LSU Press he warned that the book might get Mr. Wilkerson in trouble, since it recorded Mr. Carter's strongly adverse opinions of the Long Administration. Mr. Wilkerson replied, said Mr. Carter: "If that kind of publishing gets me in trouble, then I don't want to be here anymore," referring to his position as long-time director of the Press. The book, as it turned out, didn't cause trouble for the Press—perhaps Mr. Carter suggested, because the politicians weren't reading books—but the incident nonetheless exemplified the "quiet courage" that was one of Mr. Wilkerson's outstanding qualities.

After speaking humorously of his experiences in editing newspapers and in running his private Levee Press, which issues signed, limited editions of the works of Southern authors, Mr. Carter turned to his principal theme. While engaged recently in a counter-propaganda study in Asia, Mr. Carter said, he had two principal reactions. One was that he found in Asia many parallels to the problems of the South. The other was that he "wondered why we weren't doing a better job in waging war against Communism." We were winning the military and economic struggles, he felt; but we were losing the psychological struggle, for three reasons: "our inexperience in propaganda warfare"; some inefficiency—"not the work of traitors, as evil men in Washington would have you believe, just inefficiency"; and "the attitudes of Asia to the Western world, the result of 200 years of Western colonization and racial policy." Only by citing recent improvements in racial relations in the United States, he said, could he try to answer Asian students' questions about bigotry in this country, examples of which are immediately reported in newspapers abroad.

Another factor, he said, was "the loss of morale and of face by our people in Asia because of the undermining of our State Department" by attacks at home. McCarthy, he said, was cited by Burmese youths as a reason for doubting America. Young Americans working for the United States, he continued, "are losing their effectiveness because of the barrage from home." Later, Mr. Carter was offered an administrative post in Washington for propaganda work. He rejected it not only in order to stay with his newspaper, but also because he "would not subject myself and my family to the character-assassination and immoral attack that comes to a public servant in a position of authority." Hundreds of people like him, Mr. Carter said, won't go to Washington when they are offered positions there "because they don't want the wolves turned on them."

In this situation, Mr. Carter concluded, it is the job of the university presses "to nurture the minds and the curiosity of all literate Americans. It is our job in the newspapers more than ever to protect the freedom in which you operate; to defend you whenever evil men make the name of a great university a hissing in the streets; to protect academic rights; and to protect the right of Americans to the free examination of ideas."